

THREE-YEAR PLANNING TEMPLATE FOR PUBLIC LIBRARIES

Public Libraries submitting three-year plans in 2005 may adapt the following outline to meet their own needs. Some libraries may need to conform to local city or county planning guidelines and follow a different template. The planning focus topics identified below in Section II may be expanded or not addressed depending on the needs of the library. Libraries are encouraged to individualize this template as they see fit and be as creative and unique as they desire.

I. INTRODUCTION:

- **COMMUNITY PROFILE** (Brief description about the library's community or a summary of a recent community profile that includes information about the following)
 - Community setting: environment, geography, climate and recreational opportunities
 - Growth and development
 - Local government
 - Business and industry
 - Communications
 - Educational facilities
 - Cultural opportunities
 - Local organizations and civic groups
 - Population characteristics (age groups, race and language, educational levels, occupation and income levels, household size)
- **COMMUNITY NEEDS** (Brief description of current and future library needs obtained from a recent community needs assessment; from information gathered from informal patron surveys, focus groups, interviews, or public forums or identified by the board and library as long term goals). The following represent possible needs that a library might wish to plan long-range.
 - New or remodeled facility, with expanded parking
 - Additional or upgraded technology
 - Service to new population groups
 - New or additional children's or adult programming
 - Public relations/fund-raising campaigns
- **MISSION STATEMENT**
 - Presents a brief, but powerful description of the library's purpose and its key service roles
 - Supports agreement of library's purpose with its philosophy
 - Informs both library personnel and patrons about service emphasis
 - Helps the library board set priorities
 - Provides basis for evaluating services, using performance measures
 - Serves as a means for the director, board, and community to discuss the roles and activities of the library

- **LIBRARY ROLES**

- Libraries are encouraged to choose the roles their community supports for them
- Libraries may select formally established roles or develop their own
- Formally recognized library roles as defined by the UPGRADE Process*:
 - Popular Library
 - Community Activity Center
 - Reference Library
 - Community Information Center
 - Research Center
 - Children's Door to Learning
 - Formal Education Support Center
 - Independent Learning Center
- Updated roles for libraries defined as service responses**:
 - Basic Literacy
 - Business and Career Information
 - Commons
 - Community Referral
 - Consumer Information
 - Cultural Awareness
 - Current Topics and Titles
 - Formal Learning Support
 - General Information
 - Government Information
 - Information Literacy
 - Lifelong Learning
 - Local History and Genealogy

**The Upgrade Process: Planning, Evaluating, and Measuring for Excellence in Public Library Service*, Department of Community and Economic Development, March, 1987, pp. 27-30.

***The New Planning for Results, A Streamlined Approach*, by Sandra Nelson for the Public Library Association, American Library Association, Chicago and London, 2001, pp. 64-76.

II. GOALS & OBJECTIVES/2005-2007

(Include Goals & Objectives for all areas that apply. Topics listed under Planning Focus are suggested goals for libraries. Develop and activities for objectives, assign to staff members, and indicate deadline to be accomplished. Select evaluation method and determine data collection to support evaluation activities.

PLANNING FOCUS	2005-2006 Goals & Objectives	2005 Evaluation	2006-2007 Goals & Objectives	2006 Evaluation	2007-2008 Goals & Objectives	2007 Evaluation
POLICY DEVELOPMENT & REVIEW <ul style="list-style-type: none">• Policy review schedule• Implications for new services• Other	Goal: Objective: Tasks/Activities: Assigned to: Deadline:	Evaluation Method and Conclusions	Goal: Objective: Tasks/Activities: Assigned to: Deadline:	Evaluation Method and Conclusions	Goal: Objective: Tasks/Activities: Assigned to: Deadline:	Evaluation Method and Conclusions
BUDGET & FUNDRAISING <ul style="list-style-type: none">• Board advocacy plans for increasing local government funds for specific library purposes (extending hours, increased materials, increased O & M or book budget, etc.)• FOL book sales, home & garden tours, community silent auction and dinners• State, Federal, Corporate Grant opportunities• Other						

<p>FACILITY (Building & Equipment)</p> <ul style="list-style-type: none"> • Provide an attractive, clean and inviting library for the community • <i>Interior</i> - shelving, carpeting, furniture, signage, electrical capacity, HVAC systems, ADA accessible restrooms, public rooms, security system • <i>Exterior</i> – ADA accessible entrance, roofing, windows, insulation, parking, outdoor lighting, security system, landscaping 						
<p>COLLECTIONS/</p> <ul style="list-style-type: none"> • Maintain balanced, current, and accessible print and non-print collections comprised of fiction, non-fiction, children's, YA, reference, local history, periodicals, Hispanic and other non-English materials, career information, etc. • Automated catalog, circulation, acquisition system, OCLC access • Pioneer database access • Weeding schedule • Collection building needs • McNaughton Best Sellers rental program • Collection merchandising • Special collections • Other 						

<p>SERVICES</p> <ul style="list-style-type: none"> • Home web access to catalog (placing holds, renewals, overdue email notification) • Interlibrary Loan • Reader's advisory • Photocopying • Word processing and other common software applications • Homework center • Outreach to local businesses • Book drop • Service to home-bound, senior centers and care facilities, county/city jails • Tax forms • Other 						
<p>PROGRAMMING</p> <ul style="list-style-type: none"> • Literacy • English and bilingual story times, summer reading programs • Adult humanities programming • Book talks and author's programs with book signing • Book clubs • Other 						

<p>TECHNOLOGY (Include the library's updated <i>Technology Plan</i> here and plug in goals/objectives for the next three years)</p> <p><u>Address all required elements of a public library technology plan</u></p> <ul style="list-style-type: none"> • Goals & strategy for the library's technology infrastructure • Technology training strategy for staff • Current technology assessment/inventory • Technology budget • Evaluation process for improving technology • Cover a period of three years 						
<p>PERSONNEL</p> <ul style="list-style-type: none"> • Provide a well trained staff • Staffing needs • Staff training needs & opportunities – sponsored by local government, BCR, State Library Division workshops (UPLIFT), ULA • Train volunteers, foster and support an active FOL group 						

<p>PUBLIC RELATIONS</p> <ul style="list-style-type: none"> • Regular communication with local governing bodies, invitations to local officials to visit the library, attend board meetings, etc. • Collaboration with local schools, public and non-profit organizations • Publication of a monthly library newsletter, updated on the library's website • On-going media (newspaper, radio, tv) announcements promoting library services, programs, events (ALA National Library Week, Library Sign-up Week, Literary Events, Open House • Promotion of library services with bookmarks, posters, flyers, book bags • Promotion of a Library Building Campaign • Other 						
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LIBRARY RESOURCE, SERVICE, AND PROGRAM EVALUATION TOOLS & SCHEDULE <ul style="list-style-type: none"> • Library performances measures (see <i>Utah Public Library Service, 2001</i>, publication) • In-house surveys • Customer satisfaction questionnaires distributed through utility bills • Suggestion box • Focus groups • Community forums • Needs Assessment • Community Profile • Other 						
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III. PROGRAMS/SERVICES SELECTED FOR OUTCOME-BASED EVALUATION
(Suggested Programs or Services)

Program/Service	You Did What?	For Whom?	For What Outcome or Benefit?	Output or Outcome Target
Improved Technology				
Technology Training for Patrons				
Literacy Services				
Programs for Special Populations				
Adult Programming				
Other Programs or Services				

IV. ACKNOWLEDGMENTS

(Optional, include only relevant participant categories)

- Library Board and Staff
- Long-Range Planning Committee
- Consultants
- Community Representatives
- Work Group Participants
- Program and Services/Technology
- Finance and Facilities
- Community Relations and Human Resources